

A collection of small, colorful geometric shapes (squares and rectangles) in shades of teal, orange, and dark blue, scattered across the top of the page.

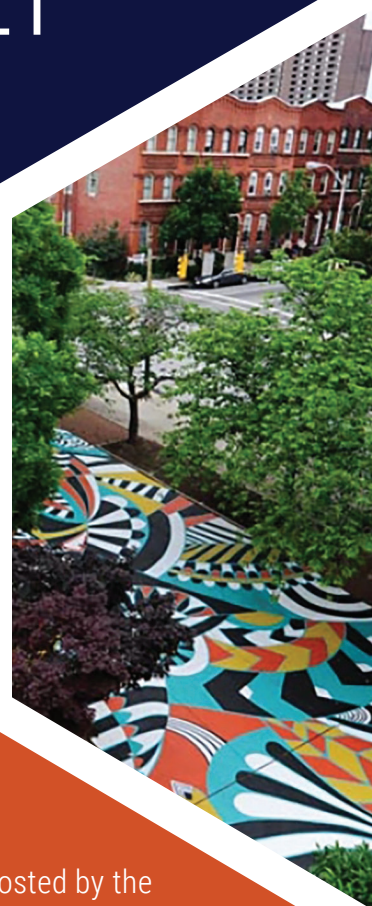
# 2018



# NASAA ASSEMBLY

NOVEMBER 1-3

BALTIMORE, MARYLAND



Hosted by the  
Maryland State  
Arts Council

# Welcome To Baltimore!

## What we do

The **MARYLAND STATE ARTS COUNCIL** empowers the arts, engages communities and creates artistic vibrancy.

Because of this, these *cool things happen!*

Artists  
and Audiences  
Connect

Artists are  
Recognized  
and Honored

Diversity is  
Encouraged

Communities  
Thrive

Lifelong  
Learning

Access  
To The  
Arts for all!

Economic  
Growth

Cultural Heritage  
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[msac.org](http://msac.org)



MARYLAND STATE  
ARTS COUNCIL

PART OF THE MARYLAND DEPARTMENT OF COMMERCE



# WELCOME TO BALTIMORE, MARYLAND!

You have arrived at a remarkable time for our city. Because Baltimore is known as the last affordable city on the East Coast, artists of all kinds are inhabiting spaces with a vibrancy that is palpable. The most exciting observation is that this new influx of creative energy is not replacing the city's grittiness that connects it to its history of immigrants stepping off boats docked in the harbor to reinvent their lives. The cycle continues and Charm City is better for it!

Valuing what diverse voices bring us is a theme that runs through NASAA Assembly 2018 sessions. Baltimore Museum of Art Director Christopher Bedford talks at Friday's Morning Plenary about engaging diverse populations; Deep Dives that afternoon delve into equity matters for state arts agency stakeholders; and Saturday's Briefing Sessions review programs for multiple communities. Check out the Sessions & Events section in this program for more.

Baltimore's Inner Harbor is a prime location in the city – wander in any direction to stumble onto an extraordinary experience. Heading south you'll find Federal Hill, the American Visionary Art Museum (site of Assembly 2018's Opening Reception & NASAA 50th Anniversary Celebration), School 33 Art Center and South Baltimore – a community built by laborers that retains its reputation for knowing no visitors, only guests. Walk west to discover Oriole Park at Camden Yards along with the Bromo Seltzer Arts Tower, Everyman Theatre and the Hippodrome – mainstays of the cultural life of the city. Stroll 10-20 minutes north through amazing architecture to Chesapeake Shakespeare Company, Center Stage, the Walters Art Museum and the magnificence of Mount Vernon. An eastbound journey takes you to the newest

developments in the skyline – Harbor East – and the oldest – Little Italy and Fells Point – for unique shopping, great food and a sense of how this wonderful city began.

We know that your stay will be memorable and we hope that our abundant arts scene will inspire a return trip. On behalf of the Maryland State Arts Council, welcome to Baltimore, Hon!

Sincerely,



Ken Skrzysz  
Executive Director  
Maryland State Arts Council



Jack Rasmussen  
Chair  
Maryland State Arts Council



Join the  
conversation:  
**#nasaaBMore**



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## Celebrating 50 years

of service to the  
state arts agency  
community



Access NASAA Assembly 2018 details at  
[conferences.nasaa-arts.org/](http://conferences.nasaa-arts.org/)

Use a QR code scanner on your smartphone  
or tablet to access more information  
about NASAA Assembly 2018:



Agenda &  
Sessions



Speaker  
Bios



Peer  
Sessions



Join the  
Conversation



Featured  
Speakers &  
Artists



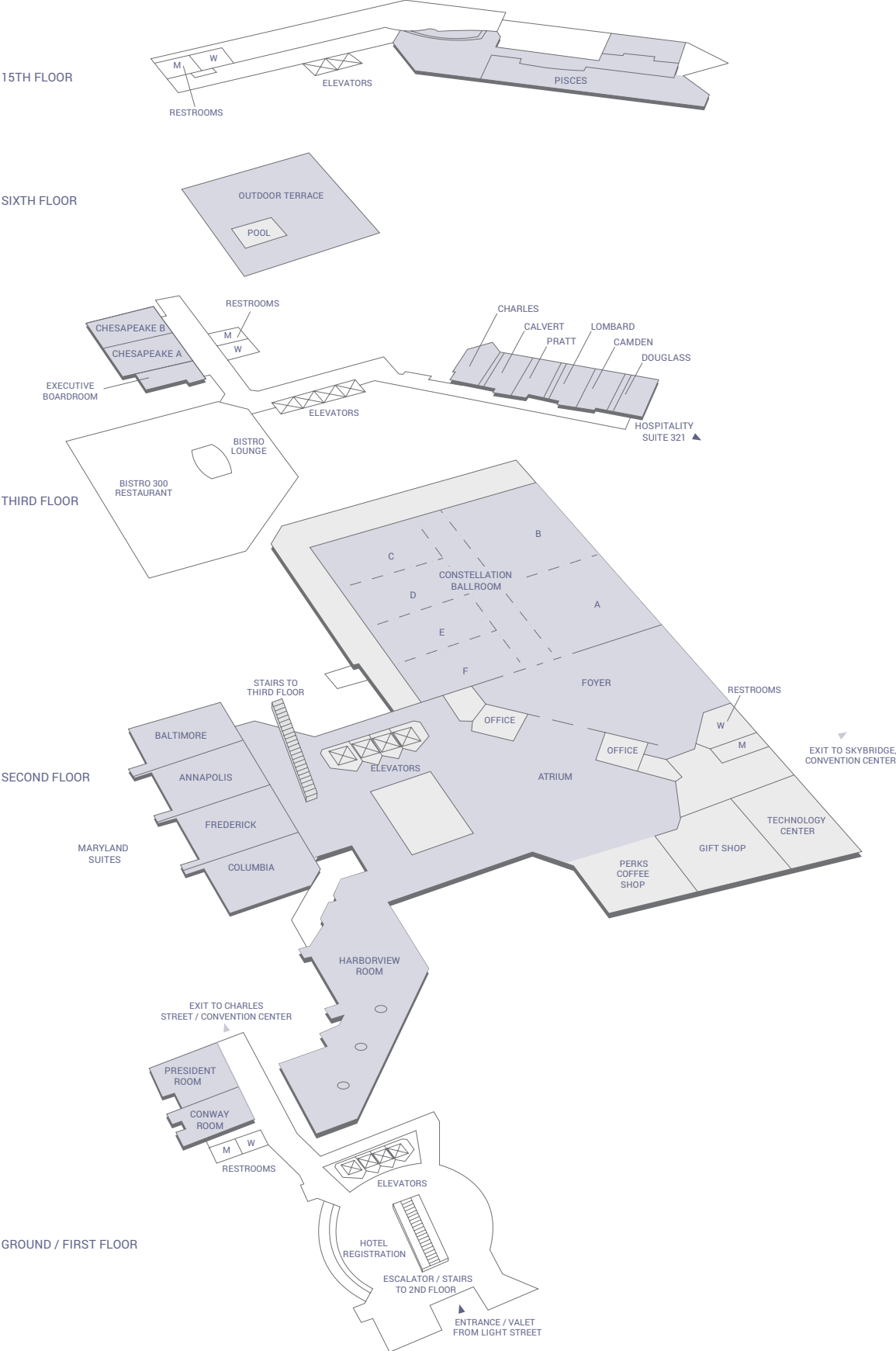
Out and About:  
Baltimore  
Arts &  
Entertainment  
Districts






# FLOOR PLAN: HYATT REGENCY, BALTIMORE INNER HARBOR

300 Light Street • Baltimore, Maryland 21202



# SCHEDULE AT A GLANCE

 Access NASAA Assembly 2018 details  
at [conferences.nasaa-arts.org/](http://conferences.nasaa-arts.org/)

## THURSDAY, NOVEMBER 1

**7:30 A.M. – 5:30 P.M.**

**NASAA Assembly 2018 Registration**  
*Constellation Foyer, Second Floor*

**9:00 – 11:30 A.M.**

**NASAA Board of Directors Meeting**  
*Chesapeake A & B, Third Floor*

**1:00 – 2:30 P.M.**

**Opening Session &  
Roll Call of the States**  
*Constellation Ballroom A & B, Second Floor*

**3:00 – 5:00 P.M.**

**Peer Sessions**

**Arts Education Managers**  
*Constellation Ballroom E, Second Floor*

**Chairs & Council Members**  
*Constellation Ballroom D, Second Floor*

**Communications Managers/PIOs**  
*Annapolis Room, Second Floor*

**Community Development Coordinators**  
*Calvert & Pratt Rooms, Third Floor*

**Deputy/Assistant Directors**  
3:00 - 3:30: *Constellation Ballroom F, Second Floor*  
3:30 - 5:00: *Frederick Room, Second Floor*

**Executive Directors**  
*Constellation Ballroom C, Second Floor*

**Folk & Traditional Arts Coordinators**  
*Baltimore Room, Second Floor*

**Grants & Fiscal Officers**  
*Constellation Ballroom F, Second Floor*

**6:30 – 8:30 P.M.**

**Opening Reception & NASAA 50th  
Anniversary Celebration**  
*American Visionary Art Museum*  
*800 Key Highway*  
*Baltimore, Maryland 21230*  
*410-244-1900*

First shuttle to museum departs hotel's Charles Street  
entrance at 6:20 p.m. Final shuttle departs museum  
at 8:30 p.m.

## FRIDAY, NOVEMBER 2

**MORNING**

**Breakfast on your own**

**7:30 A.M. – 4:00 P.M.**

**NASAA Assembly 2018 Registration**  
*Constellation Foyer, Second Floor*

**8:00 – 8:45 A.M.**

**People of Color Affinity Group**  
*Constellation Ballroom F, Second Floor*

**Research Affinity Group**  
*Constellation Ballroom E, Second Floor*

**9:00 – 10:00 A.M.**

**Morning Plenary Session**  
*Constellation Ballroom A & B, Second Floor*

**10:30 A.M. – 12:30 P.M.**

**Deep Dives**

**Equity in the Panel Room**  
*Constellation Ballroom D, Second Floor*

**Communicating with the Media**  
*Constellation Ballroom F, Second Floor*

**Leading Inclusive Dialogue**  
*Columbia & Frederick Rooms, Second Floor*





### Getting Beyond Political Acrimony

*Constellation Ballroom C, Second Floor*

### Stories That Matter:

#### Cultivating Community through Story

*Baltimore & Annapolis Rooms, Second Floor*

### Transformational Technology

*Constellation Ballroom E, Second Floor*

**12:30 – 1:30 P.M.**

### Networking Luncheon

*Atrium, Second Floor*

**1:30 – 3:00 P.M.**

### Plenary Session with the National Endowment for the Arts

*Constellation Ballroom A & B, Second Floor*

**3:00 P.M.**

### Out and About: Baltimore Arts & Entertainment Districts

Explore at your own pace. Transportation options and arts district opportunities available in Constellation Foyer (second floor).

### EVENING

### Dinner on your own

**8:00 – 9:30 P.M.**

### Donor Reception

*Pisces Room, 15th Floor*

## SATURDAY, NOVEMBER 3

**8:00 – 9:00 A.M.**

### 2018 NASAA Leadership

#### Awards Breakfast

*Constellation Ballroom D, E & F, Second Floor*

**9:30 – 10:15 A.M.**

### Briefing Sessions I

#### Flashes of Inspiration 2018

*Constellation Ballroom C, Second Floor*

#### Indigenous Engagement

*Annapolis Room, Second Floor*

#### The Arts and Rural Prosperity

*Baltimore Room, Second Floor*

#### The Rising Generation:

#### A Typology for Engaging Millennials

*Columbia Room, Second Floor*

#### Visualizing Equity in Grant Making

*Charles Room, Third Floor*

#### Vitality + Arts

*Calvert & Pratt Rooms, Third Floor*

#### What's Your Brand?

*Frederick Room, Second Floor*

**10:30 – 11:15 A.M.**

### Briefing Sessions II

*Sessions and locations of Briefing Sessions I repeat at this time.*

**11:30 A.M. – 1:00 P.M.**

### Closing Session & Business Meeting

*Constellation Ballroom A & B, Second Floor*

**1:15 – 3:00 P.M.**

### Joint State Arts Agency/

### State Arts Action Network Forum:


### Polling Data to Empower Advocacy

*Constellation Ballroom E & F, Second Floor*

 #nasaaBMORE

# SESSIONS & EVENTS

Sessions and events take place at the Hyatt Regency, Baltimore Inner Harbor, unless otherwise indicated.

 Access NASAA Assembly 2018 details at [conferences.nasaa-arts.org/](http://conferences.nasaa-arts.org/)

## THURSDAY, NOVEMBER 1

7:30 A.M. – 5:30 P.M.

### NASAA Assembly 2018 Registration

*Constellation Foyer, Second Floor*

9:00 – 11:30 A.M.

### NASAA Board of Directors Meeting

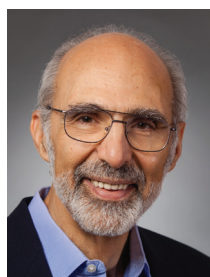
*Chesapeake A & B, Third Floor*

This board meeting is open to NASAA members. Observers are welcome!

1:00 – 2:30 P.M.

### Opening Session & Roll Call of the States

*Constellation Ballroom A & B, Second Floor*



Raise your voice and participate in a NASAA tradition – the annual roll call of the states and jurisdictions! In

addition to a welcome from our Assembly host, the Maryland State Arts Council, enjoy a performance by Maryland artist **Akua Allrich** and hear an original poem – composed especially for state arts agencies! – by former NASAA CEO **Jonathan Katz**.

3:00 – 5:00 P.M.

### Peer Sessions

These sessions offer state arts agency staff and council members the opportunity to network and exchange ideas within job-alike groups. The agenda development and discussions are led by volunteers from the field.

#### Arts Education Managers

*Constellation Ballroom E, Second Floor*

#### Chairs & Council Members

*Constellation Ballroom D, Second Floor*

#### Communications Managers/PIOs

*Annapolis Room, Second Floor*

#### Community Development Coordinators

*Calvert & Pratt Rooms, Third Floor*

#### Deputy/Assistant Directors

3:00 - 3:30: *Constellation Ballroom F, Second Floor*

3:30 - 5:00: *Frederick Room, Second Floor*

#### Executive Directors

*Constellation Ballroom C, Second Floor*

#### Folk & Traditional Arts Coordinators

*Baltimore Room, Second Floor*

#### Grants & Fiscal Officers

*Constellation Ballroom F, Second Floor*

6:30 – 8:30 P.M.

### Opening Reception & NASAA 50th Anniversary Celebration

*American Visionary Art Museum*

*800 Key Highway*

*Baltimore, Maryland 21230*

*410-244-1900*





The American Visionary Art Museum is the world's largest museum celebrating art produced by self-taught individuals, whose works arise from an innate personal vision that revels in the act of creation. It's the perfect setting to celebrate creativity, enjoy the **Bachelor Boys Band** and commemorate NASAA's 50th anniversary. The evening is a masquerade and costume party, so dress in your finest or funkiest, or just come as you are and see what others are wearing!

Shuttle buses to the American Visionary Art Museum depart from the Charles Street entrance of the hotel, located on the first floor. The first bus departs the hotel promptly at 6:20 p.m. The final bus departs the museum for the hotel at 8:30 p.m.

## FRIDAY, NOVEMBER 2

### MORNING

Breakfast on your own

7:30 A.M. – 4:00 P.M.

**NASAA Assembly 2018 Registration**

*Constellation Foyer, Second Floor*

8:00 – 8:45 A.M.

**People of Color Affinity Group**

*Constellation Ballroom F, Second Floor*

Open to staff and council members who identify as people of color. Our white colleagues may contact NASAA for other opportunities to support our diversity work.

**Research Affinity Group**

*Constellation Ballroom E, Second Floor*

## UNIVERSITY OF MARYLAND, BALTIMORE Council for the Arts & Culture

PROUDLY SUPPORTS THE  
**National Assembly  
of State Arts Agencies**

AND WELCOMES THE  
**NASAA Assembly 2018  
to Baltimore**

UMB proudly sponsors the  
"Out and About" excursions to  
**Baltimore's Arts and Entertainment  
Districts.**

We invite you to join us in the **Bromo  
Tower Arts & Entertainment District**  
In Downtown Baltimore  
*Friday, Nov. 2 at 3 p.m.*

University of Maryland, Baltimore's **Council for the Arts and Culture** supports our mission to promote the rich history of our institution and surrounding neighborhoods and to celebrate the creative talents of the university community, thereby raising awareness of the links between the arts and sciences.



Mural at Franklin Square Middle School  
underwritten by UMB

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BALTIMORE

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# SESSIONS & EVENTS

## FRIDAY, NOVEMBER 2 (CONTINUED)

9:00 – 10:00 A.M.

### Morning Plenary Session

*Constellation Ballroom A & B, Second Floor*



**Christopher Bedford**, the Dorothy Wagner Wallis director of the Baltimore Museum of Art, highlights how to engage diverse communities around issues of race, culture and inclusion. He also offers expertise and provocative ideas about forging new

pathways to relevance and public value for cultural institutions. Maryland State Arts Council member Carla Du Pree moderates a Q&A session.

10:30 A.M. – 12:30 P.M.

### Deep Dives

#### Equity in the Panel Room

*Constellation Ballroom D, Second Floor*

How can your agency guard against implicit bias in your grant-making process? What are the hallmarks of best practices in bringing greater racial equity to arts funding? This session invites you to discuss these questions and offers practical tools you can use to strengthen your funding procedures. Join this conversation to mine newly released lessons learned from the Equity in the Panel Room initiative, which convened public and private arts funders in a rigorous self-assessment journey designed to enhance the responsiveness, accountability and accessibility of arts funding programs.

FACILITATORS: Pam Breaux, President and CEO, NASAA; Ken May, Executive Director, South Carolina Arts Commission

PRESENTERS: Moira Brennan, Executive Director, MAP Fund; Emily Cachapero, Director, Artistic and International Programs, Theatre Communications Group

#### Communicating with the Media

*Constellation Ballroom F, Second Floor*

Master the art of staying on message! This workshop hones your interview skills and increases your impact as a credible and convincing spokesperson for the arts. With coaching from a media relations and government affairs expert, you learn to answer common questions that frequently arise during arts funding controversies. Participate in this session to gain hands-on experience and learn to avoid common pitfalls in media relations.

FACILITATOR: Leah Frelinghuysen, President/Founder, Monarchy PR

#### Leading Inclusive Dialogue

*Columbia & Frederick Rooms, Second Floor*

Dialogue and collaboration are fundamental to state arts agencies' work, but it's not always easy to bring diverse stakeholders together. Rather than relying on the same views and voices, how do we create the conditions for meaningful and inclusive conversations? In this workshop, we explore facilitation methods to expand conversations and tap into often missed but deeply valuable perspectives. Learn practices that level power differences, elevate voices and ultimately lead to higher levels of collaboration, learning and innovation. This session is especially valuable for anyone who chairs board meetings, leads community based work, conducts trainings or facilitates planning forums.

FACILITATOR: Tiffany Quivers, Leadership Development Consultant, Q&A LLC





### **Getting Beyond Political Acrimony** *Constellation Ballroom C, Second Floor*

Political polarization and ideological silos are affecting our nation's public discourse. Simultaneously, many Americans are longing for a new civility and a way to bridge divides, debate issues and find solutions to shared problems. How can arts advocates navigate this landscape of extremes? How can we foster civil dialogue and elevate the value of the arts to all people, of all political persuasions? Drawing on national polling data, neuroscience and your own state's experiences, this session explores ways to build common cause around public support for the arts.

FACILITATOR: Kelly Barsdate, Chief Program and Planning Officer, NASAA

### **Stories That Matter: Cultivating Community through Story** *Baltimore & Annapolis Rooms, Second Floor*

Explore the role of storytelling as a tool for conflict prevention, community development and social change. Through examples of social justice, race relations and community cooperation, as well as a collective storytelling experience, Sirah explains how personal relations developed through storytelling can help us to frame discussions to build stronger, more cohesive communities.

FACILITATOR: Kiran Singh Sirah, President, International Storytelling Center

### **Transformational Technology** *Constellation Ballroom E, Second Floor*

Across all disciplines, technology continues to transform the way art is produced, consumed and distributed. Additionally, it has the power to increase the reach of the arts and engage audiences in profound ways. During this collaborative session, state arts agencies gain an overview of the challenges and opportunities within the contemporary arts and technology field and explore their role in cultivating practices to support a thriving ecosystem within the greater creative economy.

FACILITATOR: Jax DeLuca, Media Arts Director, National Endowment for the Arts

### **12:30 – 1:30 P.M.** **Networking Luncheon** *Atrium, Second Floor*

### **1:30 – 3:00 P.M.** **Plenary Session with the National Endowment for the Arts** *Constellation Ballroom A & B, Second Floor*



NEA leadership joins the Assembly to reflect on the importance of the arts and discuss how the NEA and the states work together to help America to thrive through the arts. This session also features **Antoine Hunter**, founder of the Bay Area

Deaf International Dance Festival, who shares his story of perseverance and achievement as a deaf African-American dancer.

 #nasaaBMOORE

# SESSIONS & EVENTS

## FRIDAY, NOVEMBER 2

(CONTINUED)

3:00 P.M.

### Out and About: Baltimore Arts & Entertainment Districts

The Maryland State Arts Council is nationally recognized for its work with arts and entertainment districts. Now is your opportunity to engage with a few of those districts and see what makes them so special! Baltimore is home to three state-designated Arts & Entertainment Districts, and we want you to go out and explore what they have to offer. These excursions are sponsored by University of Maryland, Baltimore. Special thanks to Maryland State Arts Council and Baltimore Office of Promotion and the Arts.

Explore Baltimore's Arts & Entertainment Districts at your own pace. Transportation options and arts district opportunities are available in the Constellation Foyer (second floor).

#### Bromo Tower Arts & Entertainment District

"The Bromo" is downtown Baltimore's Arts & Entertainment District. It is home to more than 20 arts organizations, including Everyman Theatre and the Hippodrome, Maryland Art Place, EMP Collective and Arena Players, the oldest African-American theatre company in the country. Take in a Charm City Fringe Festival performance while you're here.

#### Highlandtown Arts & Entertainment District

Highlandtown is vibrant, creative, international and eclectic. It is home to the Creative Alliance, Great Halloween Lantern Parade, Highlandtown Wine Festival, Highlandtown Gallery, Y:ART Gallery and more. It's a neighborhood of makers: designers, jewelry makers and puppeteers work alongside coffee roasters, piñata makers and

chefs. Originally settled by immigrants from Germany, Poland and Italy, community members now come from five continents, including Africa, Asia, Europe and the Americas.

#### Station North Arts & Entertainment District

Located in the heart of Baltimore, Station North was the first area in the city to receive the state designation as an Arts & Entertainment District, in 2002. Station North employs an arts based revitalization and placemaking strategy by managing quality public art projects, providing thought-provoking programming, and forging strong, supportive relationships with local artists, designers, residents, businesses and institutions.

## EVENING

### Dinner on your own

Best known for fresh seafood, Baltimore's emerging foodie culture includes a growing craft beer and cocktail scene, restaurants in historic neighborhoods (Little Italy is a short cab ride away!) and a diverse array of dining spots, from casual pubs to diners to waterfront restaurants.

8:00 – 9:30 P.M.

### Donor Reception

*Pisces Room, 15th Floor*



raise a toast to NASAA's 50th anniversary. Bass clarinetist **Todd Marcus** performs. All individual donors and conference supporters are invited.

Join your fellow NASAA supporters to enjoy delicious desserts, celebrate our community and





## SATURDAY, NOVEMBER 3

8:00 – 9:00 A.M.

### 2018 NASAA Leadership Awards Breakfast

*Constellation Ballroom D, E & F, Second Floor*

Give a round of applause to our field's most outstanding leaders: the 2018 Gary Young Award and Distinguished Public Service Award winners.

9:30 – 10:15 A.M.

### Briefing Sessions I

#### Flashes of Inspiration 2018

*Constellation Ballroom C, Second Floor*

Flashes of Inspiration once again brings you the best and brightest ideas and programs from state arts agencies across the nation. Enjoy an inspiring mix of fun and information captured in five-minute bites. Half of the Flashes of Inspiration are presented at Briefing Sessions I, and the other half at Briefing Sessions II. Flashes of Inspiration is sponsored by Mid-America Arts Alliance.

### Briefing Sessions I

MODERATOR: Patricia Mullaney-Loss, Research Associate, NASAA

- **California Arts Council**  
Arts Interventions for Social Justice:  
California's Reentry through the Arts Program
- **Instituto de Cultura Puertorriqueña**  
Cultura Rodante
- **Minnesota Citizens for the Arts & Creative Minnesota**  
Creative Minnesota – Local Tools for Advocacy
- **Montana Arts Council**  
Montana Teacher Leaders in the Arts
- **Nebraska Arts Council**  
Mastering the Arts in Rural Nebraska
- **South Arts**  
Jazz Road

### Briefing Sessions II

MODERATOR: Paul Pietsch, Research Manager, NASAA

- **Delaware Division of the Arts**  
Arts in the Libraries
- **Georgia Council for the Arts**  
Vibrant Communities
- **Kansas Creative Arts Industries Commission**  
Arts in Medicine
- **Maryland State Arts Council**  
A Marriage Made in Art: State Arts Agency  
and State Advocate
- **Mass Cultural Council**  
EBT Card to Culture: Amplifying the  
Power of Culture
- **New Jersey State Council on the Arts**  
Performing Arts Readiness Project

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# SESSIONS & EVENTS

## SATURDAY, NOVEMBER 3

9:30 – 10:15 A.M.

### Briefing Sessions I (continued)

#### Indigenous Engagement

*Annapolis Room, Second Floor*

Many states are home to large Native American or Alaska Native populations, and relationships between those constituents and public arts agencies can vary widely. This session features four state arts agencies working in concert with the unique indigenous cultures within their states to create programs that support both the traditional and contemporary approaches of native artists.

MODERATOR: Clifford Murphy, Folk & Traditional Arts Director, National Endowment for the Arts

PRESENTERS: Kaitlyn Berle, Folk and Traditional Arts Specialist, Wisconsin Arts Board; L. Saunders McNeill, Community and Native Arts Program Director, Alaska State Council on the Arts; Ashley Minner, Resident Folklorist, University of Maryland, Baltimore County; Molly O'Connor, Assistant Director, Oklahoma Arts Council

#### The Arts and Rural Prosperity

*Baltimore Room, Second Floor*

Join representatives from the National Governors Association (NGA) Center for Best Practices for a special preview of their forthcoming Governors Guide on leveraging the arts to strengthen rural communities. This research, conducted in cooperation with the National Endowment for the Arts (NEA) and NASAA, examines the arts as a catalyst for building vibrant, resilient and sustainable rural economies. It offers five specific policy options to help governors foster creative enterprises and harness the arts to grow jobs, stimulate cultural tourism and nurture a desirable quality of life for rural America.

MODERATOR: Kelly Barsdate, Chief Program and Planning Officer, NASAA

PRESENTERS: Mike Bartlett, Senior Policy Analyst, NGA; Andi Mathis, State and Regional Specialist, NEA; Sally A. Rood, Senior Policy Analyst for Economic Development, NGA

#### The Rising Generation:

#### A Typology for Engaging Millennials

*Columbia Room, Second Floor*

Engaging millennials meaningfully in arts advocacy has been a recurring topic of conversation in our field. They are already the largest group of potential voters and look poised to influence the American political landscape for decades to come. But what exactly are their political views? As a demographically and economically diverse group they unsurprisingly hold a diverse set of opinions. This session offers an in-depth discussion of a recent study of millennial political ideology.

PRESENTER: Abby Kiesa, Director of Impact, The Center for Information & Research on Civic Learning and Engagement at Tufts University

#### Visualizing Equity in Grant Making

*Charles Room, Third Floor*

The public sector plays an important role in advancing equitable arts funding. But how can a state arts agency discern whether the distribution of its grants matches its state demographics? This session helps state arts agencies visualize the answer. It highlights interactive data dashboards that NASAA has created for every state, showing how grants reach diverse populations and underserved communities. NASAA provides an overview of the work, including national findings and the potential benefits to state arts agencies. The California Arts Council then shares how it has used the data for council communications and to investigate program equity.

PRESENTERS: Anne Bown-Crawford, Executive Director, California Arts Council; Josy Miller, Ph.D., Arts Education Programs Specialist, California Arts Council; Ryan Stubbs, Senior Director of Research, NASAA





## Vitality + Arts

### *Calvert & Pratt Rooms, Third Floor*

Arts education programs can inspire and enable older adults to learn, make and share the arts in ways that are novel, complex and socially engaging. These artful aging programs are led by teaching artists whose creative process and understanding of older adults bring connection, improved health and well-being, and a renewed sense of purpose to older adults in community and residential settings. Discover lessons learned and the impact of Aroha Philanthropies's Vitality Arts program on the field of creative aging. This session is sponsored by Aroha Philanthropies.

MODERATOR: Sue Gens, Executive Director, Minnesota State Arts Board

PRESENTERS: Teresa Bonner, Executive Director, Aroha Philanthropies; Maura O'Malley, CEO and Co-founder, Lifetime Arts

## What's Your Brand?

### *Frederick Room, Second Floor*

Aligning public perception to your core values is one of the keys to a strong and effective agency. When your agency's public purpose is apparent across all of your communications, your constituents will be more engaged, will better recognize your impact on their lives and will know that they have a part to play. All of this starts with the "face" your agency shows. Join your peers from the Ohio Arts Council and the Tennessee Arts Commission for insights into how and why they took the time and effort to rethink their brands to align with their work and communicate more meaningfully with constituents.

PRESENTERS: Suzanne Lynch, Director of Marketing and Development, Tennessee Arts Commission; Justin Nigro, Operations & Public Affairs Director, Ohio Arts Council

## 10:30 – 11:15 A.M.

### Briefing Sessions II

Sessions and locations of Briefing Sessions I repeat at this time. Exception: Half of the Flashes of Inspiration are presented at Briefing Sessions I, and the other half at Briefing Sessions II (see page 11 for listing).

## 11:30 A.M. – 1:00 P.M.

### Closing Session & Business Meeting

#### *Constellation Ballroom A & B, Second Floor*



After our annual NASAA business meeting, the closing ceremonies include a soulful performance by Baltimore-based **Cris Jacobs** and his band.

## 1:15 – 3:00 P.M.

### Joint State Arts Agency/ State Arts Action Network Forum: Polling Data to Empower Advocacy

#### *Constellation Ballroom E & F, Second Floor*

Recent opinion polling conducted by Americans for the Arts (AFTA) and NASAA reveals surprising insights about public attitudes toward the arts. These polls also offer savvy advocates some useful ideas for galvanizing political support! This forum for state arts agencies and state arts advocacy and arts service organizations reviews the topline poll findings and invites conversation about how to make the most of the data for state and national advocacy efforts. This session is offered through a partnership with Americans for the Arts. Lunch is provided for Joint Forum participants.


PRESENTERS: Randy Cohen, Vice President of Research and Policy, AFTA; Kelly Barsdate, Chief Program and Planning Officer, NASAA



Please silence your phone during all sessions.



# GENERAL INFORMATION

 Access NASAA Assembly 2018 details at ***conferences.nasaa-arts.org/***

## Name Badges

Your name badge is your “admission ticket” to conference sessions and special events. Be sure to wear it during all conference functions. If you lose or misplace your badge, you may replace it at the NASAA Staff Office. Ribbons attached to name badges are identified below.

|                 |                                       |
|-----------------|---------------------------------------|
| <i>Yellow</i>   | NASAA Staff                           |
| <i>Black</i>    | NASAA Board                           |
| <i>Blue</i>     | Maryland State Arts Council           |
| <i>Red</i>      | Speaker, Presenter or Facilitator     |
| <i>Purple</i>   | Sponsor                               |
| <i>Magenta</i>  | Donor                                 |
| <i>Lavender</i> | 2018 NASAA Leadership Award Recipient |



Badges with a gold star indicate a first-time attendee. Please help us welcome all newcomers to the NASAA community.



Badges with a silver star are worn by guests from the State Arts Action Network, who are joining us for selected Assembly events.

## Assembly 2018 Registration

***Constellation Foyer, Second Floor***

The Assembly 2018 registration desk is open during these times:

*Wednesday, October 31, 1:00 p.m. – 5:00 p.m.*

*Thursday, November 1, 7:30 a.m. – 5:30 p.m.*

*Friday, November 2, 7:30 a.m. – 4:00 p.m.*

If you miss registration, please visit the NASAA Staff Office.

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# 2018 NASAA LEADERSHIP AWARDS

NASAA's leadership awards showcase best practices of state arts agencies and regional arts organizations, recognize exemplary leadership, and demonstrate how government creatively, effectively and efficiently serves the public through the arts.

NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

## GARY YOUNG AWARD

*This award recognizes an executive director who makes a significant contribution to public support for the arts at the state, regional and national levels. Awardees exhibit remarkable qualifications such as exemplary leadership, innovative thinking and dedication to diverse artistic expression.*

### Suzanne Wise

EXECUTIVE DIRECTOR, NEBRASKA ARTS COUNCIL



Suzanne Wise has been executive director of the Nebraska Arts Council (NAC) since 2003. Before her appointment, she served on the NAC staff managing grant programs, special initiatives and the 1% for Art program. She was part of the development team that established the Nebraska Cultural Endowment, a public-private partnership that raises and invests funds for NAC and Humanities Nebraska. The endowment is currently at \$20 million and is on track to have assets of \$30 million by 2029. During Wise's tenure as director, NAC has collaborated with the Nebraska Department of Education in developing the state's first fine arts curriculum standards, reestablished the Nebraskans for the Arts advocacy organization and created an artist showcase gallery at the NAC offices in Omaha's Old Market district. Wise has served on the boards of the Lincoln Arts Council, Sheldon Film Theatre (now Ross Media Arts Center), National Assembly of State Arts Agencies and Mid-America Arts Alliance. Her service to the field also includes serving on grant review panels at the federal, state and local levels and providing facilitating services for area colleges and universities. Wise has degrees in art history from the University of Nebraska-Lincoln and the University of Kansas. She held curatorial positions at Sheldon Art Museum in Lincoln, Joslyn Art Museum in Omaha and Block Gallery at Northwestern University in Evanston, Illinois, and has taught at Creighton University and the Lincoln and Omaha campuses of the University of Nebraska. She was awarded an Outstanding Alumni Achievement Award from the University of Nebraska-Lincoln's Hixon-Lied College of Fine & Performing Arts.

#### PREVIOUS GARY YOUNG AWARD RECIPIENTS

|   |   |  |   |
|---|---|--|---|
| <b>2016</b> Randall Rosenbaum,<br>Rhode Island  | <b>2007</b> David Fraher, Minnesota             | <b>2001</b> James Backas,<br>Maryland      | <b>1995</b> Mary Hays, New York           |
| <b>2014</b> Rich Boyd, Tennessee                | <b>2006</b> Robert Booker, Arizona              |  | <b>1994</b> Wayne Lawson, Ohio            |
| <b>2012</b> Christine D'Arcy, Oregon            | <b>2005</b> Philip Horn, Pennsylvania           | <b>2000</b> Betty Price, Oklahoma          | <b>1993</b> Alden C. Wilson, Maine        |
| <b>2010</b> Arlynn (Arni) Fishbaugh,<br>Montana | <b>2004</b> Dennis Holub,<br>South Dakota       | <b>1999</b> Peggy Baggett, Virginia        | <b>1992</b> David Nelson, Montana         |
| <b>2008</b> Suzette Surkamer,<br>South Carolina | <b>2003</b> Barbara Fulton Moran,<br>New Jersey | <b>1998</b> Al Head, Alabama               | <b>1991</b> Mary Regan,<br>North Carolina |
|   | <b>2002</b> John Paul Batiste, Texas            | <b>1997</b> Bennett Tarleton,<br>Tennessee |   |
|   |   | <b>1996</b> Shelley Cohn, Arizona          |   |



## NATIONAL ASSEMBLY OF STATE ARTS AGENCIES DISTINGUISHED PUBLIC SERVICE AWARD

*This award honors a chair or council member whose outstanding service, creative thinking and exemplary leadership significantly impact public support for the arts at the state level and across the country.*

### Molly Leach Pratt

FORMER CHAIR, TENNESSEE ARTS COMMISSION



"A force of nature" perfectly describes Molly Leach Pratt and her devotion to the arts in Tennessee and nationally. Over the course of her 40-year career, she has held a variety of government positions at the local, state and federal levels. She served as legislative aide to Gov. Lamar Alexander and staffed both his reelection and first U.S. Senate campaigns. Pratt did extensive work for the Tennessee GOP and trained for the National Women's Political Caucus. She continues to represent clients before Tennessee's General Assembly. Her broad knowledge of the inner workings of all levels of government has been invaluable to her arts advocacy efforts. Pratt was appointed in 1999 to a five-year term on the Tennessee Arts Commission and in 2004 to the Metro Arts Commission by Nashville's mayor. She chaired both bodies. In 2009, she received the Governor's Award in the Arts. In addition to serving on the boards of numerous community and arts groups in Knoxville and Nashville, Pratt served on the National Assembly of State Arts Agencies board. She also served as a state captain for Americans for the Arts. Pratt believes a "one message, one voice" strategy for grass-roots arts advocacy is the most effective way to promote the arts. By following this axiom, Tennesseans for the Arts is regarded as a national model for successful advocacy. If asked what she considers to be her lasting legacy, Pratt would say the formation of the Tennessee Legislature's Arts Caucus, which was conceived to promote and to protect the state's Specialty License Plate Program, a crucial, dedicated source of revenue available to the Tennessee Arts Commission and used primarily to fund arts grants.

#### PREVIOUS DISTINGUISHED PUBLIC SERVICE AWARD RECIPIENTS

- 2016** Bruce Richardson, Wyoming
- 2014** Bobby Kadis, North Carolina
- 2012** Dorothy Pierce McSweeney, District of Columbia
- 2010** Lucius (Lu) Ellsworth, Virginia
- 2008** Margaret "Peggy" Kannenstine, Vermont
- 2007** David "White Thunder" Trottier, North Dakota
- 2006** Delores C. Fery, Idaho
- 2005** Margaret "Tog" Newman, North Carolina
- 2004** William Davis, West Virginia
- 2003** Judith Ann Rapanos, Michigan
- 2002** Dr. Oscar E. Remick, Michigan, Pennsylvania & New York
- 2001** Barbara S. Robinson, Ohio
- 2000** Carol Brown, Pennsylvania

#### 2018 LEADERSHIP AWARDS TASK FORCE

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BARBARA BERSHON, Council Member, Maryland  
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In honor of Laura Scanlan, made by Garbo Hearne  
In honor of Laura Scanlan and Andi Mathis, made by Philip Horn  
In honor of Amber Sharples, made by Phyllis J. Stough  
In honor of Rudy Shepherd, made by Eileen Jeng, Neumeraki  
In honor of Laura Smith, made by Patricia Bizzell  
In honor of Laura Smith, made by Sherry Davis  
In honor of Meg Stein, made by Eileen Jeng, Neumeraki  
In honor of Dannielle Tegeder, made by Eileen Jeng, Neumeraki  
In honor of Julie Vigeland, made by Jenny Green  
In honor of the Virginia Commission for the Arts team, made by Shelley Kruger Weisberg  
In honor of Thomas and Sue West, made by Jason West  
In honor of Daniel Yabut, made by Sarah Swift  
In memory of Andre B. Barnes, made by Gennaro Pecchia  
In memory of Susan Landis, made by Kelly Barsdate  
In memory of Susan Landis, made by Barbara Bershon  
In memory of Susan Landis, made by Jean Boyer Cowling  
In memory of Susan Landis, made by Pam Breau  
In memory of Susan Landis, made by Benjamin Brown  
In memory of Susan Landis, made by Donna Collins  
In memory of Susan Landis, made by Theresa Colvin  
In memory of Susan Landis, made by Loie Fecteau  
In memory of Susan Landis, made by Charlotte Fox  
In memory of Susan Landis, made by Gary Gibbs  
In memory of Susan Landis, made by Karen Hanan  
In memory of Susan Landis, made by Dennis Kavanaugh  
In memory of Susan Landis, made by William Mandicott  
In memory of Susan Landis, made by Cassandra Mason  
In memory of Susan Landis, made by Charles and Marquetta Mathena  
In memory of Susan Landis, made by Karen Paty  
In memory of Susan Landis, made by Lewis and Maggie Ricci  
In memory of Susan Landis, made by David Slatery  
In memory of Susan Landis, made by Laura Smith  
In memory of Susan Landis, made by John and Pat Strickland  
In memory of Susan Landis, made by Susie Surkamer  
In memory of Susan Landis, made by Margaret Vanderhye  
In memory of Susan Landis, made by Julie Vigeland  
In memory of Susan Landis, made by Ginger Warner  
In memory of Susan Landis, made by Mr. and Mrs. Samuel A. Winans  
In memory of Susan Landis, made by Suzanne Wise  
In memory of Princess Red Wing, co-founder of Tomaquag Museum, made by Loren Spears  
In memory of Janice Shannon, made by Karen Engelke  
In memory of Dr. Richard Sidwell Smith, made by Julie Vigeland





## FROM THE CHAIR DEAR FRIENDS,

By now, you know that NASAA is celebrating our **50th anniversary**. Fifty years ago, state arts agencies united – to promote the value of the arts in public life and create a cohesive network for people to learn together. It was a momentous time for state arts agencies and the arts!



NASAA was created by and for state arts agencies. Our founders understood, just as we do today, that we accomplish more together than we can alone. As one community, our voice is louder, our work stronger and our impact greater.

*NASAA is our community.* For five decades NASAA's been there for us:

- connecting us to the only people across the country who truly understand the unique joys and challenges of our work,
- responding to our needs – when we're in a jam, need a trusted sounding board or are planning for the future, and
- representing our interests in Congress and protecting the National Endowment for the Arts.

Like me, I know you can think of many ways NASAA matters to your work and your agency. If we want NASAA to “have our back” for the next 50 years, we need to invest in its future – in *our* future.

That's why I hope you'll join me in supporting NASAA's 2018 Annual Fund. To celebrate our 50th anniversary we want to raise \$50,000 by December 31. Thanks to the support of a few generous donors we're already halfway there!

Please do your part and help us get all the way there. Your gift moves our work forward by promoting the value of the arts for individuals, families and communities in every corner of our

country. When you give to NASAA you support our professional community so that together we can keep advancing the arts.

Give today! You can make your gift at the registration desk, on-line at [www.nasaa-arts.org](http://www.nasaa-arts.org) or by scanning the QR code below.

Being here with you in Baltimore reminds me of how strong we are as a community and how much we can achieve together. Your generosity makes this possible.

Thanks for all you do and thanks for your support!



Benjamin Brown

Chair, Alaska State Council on the Arts Board of Trustees  
Chair, NASAA Board of Directors

*Gifts made during NASAA Assembly  
2018 are being matched by a donor  
dollar for dollar, up to \$5,000.  
Give now and double your impact!*



Donate Now

# SPONSORS & ACKNOWLEDGMENTS



THE CHARLESMEAD FOUNDATION



## Special Thanks

Baltimore Office of Promotion of the Arts  
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The Walters Art Museum  
Maryland State Arts Council Giving Circle:  
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Barbara Bershon  
Carla Du Pree  
Joan M.G. Lyon  
Julie Spangler Madden  
Shelley Cole Morhaim  
John (Jack) Rasmussen  
Carol Trawick  
Gary Vikan  
Anne Winter West

*Additional support for arts education managers and folk arts coordinators is provided by the National Endowment for the Arts and administered by NASAA.*

*The work of NASAA and state arts agencies is strengthened in many ways through partnership with the National Endowment for the Arts.*

*State Arts Action Network participation in Assembly events is made possible by Americans for the Arts.*

# BOARD & STAFF

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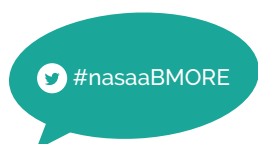
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John Strickland, Chair  
West Virginia Commission on the Arts

Julie Vigeland, Former Chair  
Oregon Arts Commission







## NASAA Staff

### Pam Breaux

President and CEO

*What do you do at NASAA?*

I work with our board, staff, members and partners to advance NASAA's policy, programmatic and operational goals.

*How do you engage in the arts?*

I am D.C.'s most dedicated and inexhaustible arts consumer! I love taking it all in, and D.C. is a remarkable place to explore arts and culture. Truth be told, I've also enjoyed a few sweet years of playing guitar and writing poetry.



### Kelly J. Barsdate

Chief Program and Planning Officer

*What do you do at NASAA?*

Assisting members is my #1 job at NASAA. I love helping state arts agencies to sharpen their advocacy rationale, craft inspiring plans, solve policy puzzles and imagine new programs. Running the New Executive Director Boot Camp is awesome, too.

*How do you engage in the arts?*

By advocating! I'm also learning pen and ink drawing, mostly arctic and boreal forest landscapes. I've had formal education in clarinet performance, orchestral conducting and ceramics – and I once directed a women's capella group called Nothing But Treble.



### Sylvia Prickett

Chief Operating Officer

*What do you do at NASAA?*

I oversee NASAA's business operations, human resources, finances, grant compliance and reporting.



*How do you engage in the arts?*

I'm an arts lover. I wish I'd kept up with earlier years of piano and guitar playing...but have instead stayed engaged behind the scenes.

### Laura S. Smith, CFRE

Chief Advancement Officer

*What do you do at NASAA?*

I oversee all fundraising undertaken on behalf of NASAA. I love to lift up state arts agencies and help others invest in our work.



*How do you engage in the arts?*

I'm omnivorous: I go to museums, festivals, plays, dance performances and concerts. I'm an avid knitter. I write the occasional essay or poem. I especially love juried craft shows – they're like going to a museum but you can touch everything.

### Issac Brown

Legislative Counsel

*What do you do at NASAA?*

I advise NASAA's team about policy developments in Washington and their impact on state arts agencies. I also represent NASAA and its members before Congress.



*How do you engage in the arts?*

I am a robust supporter of the arts, even if I wasn't blessed with a particular skill set that allows me to excel in any area. Amazingly, my oldest son is a terrific singer and so I view my greatest contribution to the arts as making sure he is very familiar with the greats – the Beach Boys, the Beatles and the Temptations.

[MORE NASAA STAFF >](#)

# BOARD & STAFF

## NASAA Staff

(CONTINUED)

### Eric Giles

Learning Services Director

*What do you do at NASAA?*

I put together Assemblies and Leadership Institutes, coordinate peer group networks, and manage NASAA's webinars and other virtual learning services.

*How do you engage in the arts?*

I am a visual artist by training. Most recently I have been basing my work in drawings, primarily in ink, but also hand drawn negatives that I use to create cyanotype based installation pieces.



### Katie Hughes

Development Manager

*What do you do at NASAA?*

I manage NASAA's annual fund outreach efforts and help grow relationships with donors, foundations and corporations. If you ever have any questions about how contributions support NASAA, please give me a call!

*How do you engage in the arts?*

I teach dance to children – we create, collaborate and explore movement all while leaping, turning and rolling – it's a blast. I also peruse art markets, attend performances and visit museums.



### Kelly Liu

Grants Data Associate

*What do you do at NASAA?*

I collect each state and region's NEA final report and perform analysis to show the benefits of the arts to their constituents and the country.



*How do you engage in the arts?*

I attend local art fairs and visit rural small-town galleries to see what real-world artists are doing.

### Brandon Miller

Operations Manager

*What do you do at NASAA?*

My primary responsibilities include managing the membership database, managing the day-to-day of the office and assisting with accounting.

*How do you engage in the arts?*

I engage in the arts through my photography. I enjoy going around town and snapping shots throughout the D.C. metropolitan area.



### Patricia Mullaney-Loss

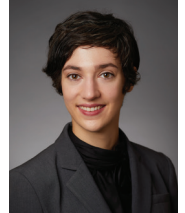
Research Associate

*What do you do at NASAA?*

I work on a lot of our surveys and data visualization projects. I also track and report on state arts agencies' appropriations and revenue, and maintain the state arts agency historic funding database.

*How do you engage in the arts?*

I am a professional dancer – I freelance as a performer for individual choreographers and companies; I also teach and create my own work and dabble in theatre once and a while.



### Susan Oetgen

Professional Development Institute Manager

*What do you do at NASAA?*

I manage NASAA's Professional Development Institute and other services for our arts education managers peer group, and I co-coordinate NASAA's new Diversity, Equity and Inclusion Mentorship Program.







*How do you engage in the arts?*

In earlier chapters of my artistic life, I was a singer-songwriter, theater maker and teaching artist. These days, I channel my creative impulses into a daily art journal practice and the fine art of vegetarian home cooking.

**Paul Pietsch**

Research Manager

*What do you do at NASAA?*

I lead NASAA's qualitative research efforts, focusing on programmatic and policy trends in state arts agencies. I highlight innovative state arts agency practices in the State to State column in NASAA Notes and have authored numerous policy briefs, strategy samplers and other reports.

*How do you engage in the arts?*

I'm a painter who, motivated by the innateness of creativity, likes to help other people access and cultivate their own creative impulses. In addition to teaching drawing and painting, I've volunteered in various capacities for a number of arts organizations.



**Connie Souto Learman**

Special Assistant to the President and CEO

*What do you do at NASAA?*

I work with the president and CEO to manage the CEO's office and support the NASAA board. I also provide a service focused, creative perspective and insight into diversity, equity and inclusion for NASAA's programs and services.

*How do you engage in the arts?*

I've explored different art forms in the past but currently I am spending more and more time learning the art of photography.



**Sue Struve**

Communications Manager

*What do you do at NASAA?*

I manage messages to members, oversee all content on the NASAA website, have a hand in social media and serve as copyeditor in chief for NASAA publications.

*How do you engage in the arts?*

I am a professional actor and a theatre aficionado.



**Ryan Stubbs**

Senior Director of Research

*What do you do at NASAA?*

I direct NASAA's excellent research team to provide high-quality information for the benefit of state arts agencies and the arts and culture field.

*How do you engage in the arts?*

I'm a musician of sorts with no training but a lot of experience playing in rock bands. I also engage in community oriented music projects and, when possible, collaborate with my wife, a visual artist.



**Feby Varghese**

Executive Associate to the Chief Program and Planning Officer

*What do you do at NASAA?*

I assist members with technical assistance requests and coordinate NASAA's onboarding and orientation activities for new state arts agency leaders. I also lead special projects, conduct research, and manage events relating to advocacy, communications and strategic planning.

*How do you engage in the arts?*

As an "artist" and arts administrator, I enjoy all forms of artistic engagement. Recently, I have been drawn to the art of calligraphy.





# BOARD & STAFF

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# NASAA LEADERSHIP INSTITUTE

September 18 – 20, 2019 | Providence, Rhode Island

# 2019



National Assembly of State Arts Agencies  
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